## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims

Claim 1 (currently amended):  A method of buying media resources for an advertising campaign comprising the steps of:

creating a client job order;

transmitting a first ~~mobile agent~~ tasklet with a media availability query to a potential vendor, said first ~~mobile agent~~ tasklet configured to dynamically adjust to varying conditions;

receiving said first tasklet behind a firewall maintained by said potential vendor;

generating a local tasklet corresponding to said first tasklet, said local tasklet for internal distribution by said potential vendor behind said firewall;

receiving back, via said first ~~mobile agent~~ tasklet, media availability from said potential vendor in accordance with said local tasklet;

processing said first ~~mobile agent~~ tasklet to create a media buy confirmation and, in response, creating a second ~~mobile agent~~ tasklet representing said media buy confirmation; and

transmitting said second ~~mobile agent~~ tasklet representing said media buy confirmation to said potential vendor.

Claim 2 (currently amended):  The method of claim 1 further comprising the steps of:

receiving, via said second ~~mobile agent~~ tasklet, said media buy confirmation from said potential vendor.

Claim 3 (currently amended):  The method of claim 1 further comprising the steps of:

generating a buy authorization form including a first level of detail characterizing said advertising campaign;

accepting, via a third ~~mobile agent~~ tasklet, said buy authorization form;

processing said third ~~mobile agent~~ tasklet, and

identifying potential vendors and, in response, generating said first ~~mobile agent~~ tasklet agent containing said media availability query to said potential vendor.

Claim 4 (currently amended): The method of claim 3 further comprising the steps of:

generating a media campaign proposal and, in response, creating a fourth ~~mobile agent~~ tasklet representing said media campaign proposal;

transmitting said fourth mobile agent representing said media campaign proposal to a client;

accepting, a fifth ~~mobile agent~~ tasklet indicating client approval of said media campaign; and

processing said fifth ~~mobile agent~~ tasklet to include information contained in said media campaign in said media buy confirmation.

Claim 5 (currently amended): The method of claim 1 further comprising the steps of:

returning a sixth ~~mobile agent~~ tasklet representing an ad run confirmation;

processing said sixth ~~mobile agent~~ tasklet to create a post-log entry and, in response, creating a discrepancy notification.

Claim 6 (previously presented): The method of claim 5 further comprising the steps of:

creating a seventh ~~mobile agent~~ tasklet requesting a third party ad run confirmation;

transmitting said seventh ~~mobile agent~~ tasklet representing said third party ad run confirmation request to said third party; and

returning said seventh ~~mobile agent~~ tasklet representing third-party ad run confirmation.

Claim 7 (previously presented): The method of claim 3 wherein said step of accepting said buy authorization form includes a step of modifying data contained in a job order.

Claim 8 (currently amended): The method of claim 1 wherein one of said steps of transmitting includes receipt of a corresponding one of said ~~mobile agent~~ tasklet and in response, automatic retrieval of data from a database in fulfillment of data requested by said corresponding one of said ~~mobile agent~~ tasklet.

Claim 9 (currently amended): The method of claim 1 further comprising the step of:

maintaining a database recording a state of each of said ~~mobile agent~~ tasklet.

Claim 10 (currently amended): The method of claim 1 further comprising the step of:

reformatting data contained in at least one of said ~~mobile agent~~ tasklet to interface with a

computer system used by an intended recipient of said at least one of said mobile agents.

Claim 11 (currently amended): A computer system configured to perform the following steps:

transmitting a first mobile agent with a media availability query to one or more pre-selected vendors, said first ~~mobile agent~~ tasklet configured to dynamically adjust to varying conditions;

receiving said first tasklet behind a firewall maintained by said one or more preselected vendors;

generating a local tasklet corresponding to said first tasklet for internal distribution behind said firewall;

receiving, via said first ~~mobile agent~~ tasklet, media availability from said one or more pre-selected vendors in accordance with said local tasklet;

processing said first ~~mobile agent~~ tasklet to create a media buy confirmation and, in response, creating a second ~~mobile agent~~ tasklet representing said media buy confirmation; and

transmitting said second ~~mobile agent~~ tasklet representing said media buy confirmation to said one or more pre-selected vendors.

Claim 12 (previously presented): The computer system of claim 11 further configured to perform the follow step:

receiving, via said second mobile agent, media buy confirmation from said one or more pre-selected vendors.

Claim 13 (currently amended): The computer system of claim 11 further configured to perform the following steps:

generating a buy authorization form including a first level of detail characterizing ~~said~~ an advertising campaign;

accepting, via a third ~~mobile agent~~ tasklet, said buy authorization form;

processing said third ~~mobile agent~~ tasklet; and

identifying one or more pre-selected vendors and, in response, generating said first ~~mobile agent~~ tasklet containing said media availability query to said one or more pre-selected vendors.

Claim 14 (currently amended): The computer system of claim 13 further configured to perform the following steps:

generating a media campaign proposal and, in response creating a fourth ~~mobile agent~~ tasklet representing said media campaign proposal;

transmitting said fourth ~~mobile agent~~ tasklet representing said media campaign proposal to a client;

accepting, via a fifth ~~mobile agent~~ tasklet, client approval of said media campaign; and

processing said fifth ~~mobile agent~~ tasklet to include information contained in said media campaign in said media buy confirmation.

Claim 15 (currently amended): The computer system of claim 11 further configured to perform the steps of:

returning a sixth ~~mobile agent~~ tasklet representing ad run confirmation;

processing said sixth ~~mobile agent~~ tasklet to create a post-log entry and, in response, creating a final discrepancy notification.

Claim 16 (currently amended): The computer system of claim 15 further configured to perform the steps of:

creating a seventh ~~mobile agent~~ tasklet requesting a third party ad run confirmation;

transmitting said seventh ~~mobile agent~~ tasklet representing said third party ad run confirmation request to said third party; and

returning said seventh ~~mobile agent~~ tasklet representing third-party ad run confirmation.

Claim 17 (previously presented): The computer system of claim 13 wherein said step of accepting includes a step of modifying data contained in a job order.

Claim 18 (currently amended): The computer system of claim 11 wherein one of said steps of transmitting includes receipt of a corresponding one of said ~~mobile agent~~ tasklets and in response, automatic retrieval of data from a database in fulfillment of data requested by said corresponding one of said ~~mobile agent~~ tasklets.

Claim 19(currently amended): The computer system of claim 11 further configured to perform the step of:

maintaining a database recording a state of each of said ~~mobile agents~~ <u>tasklets</u>.

Claim 20 (currently amended): A computer program contained on a computer readable media configured to perform the steps of:

transmitting a first ~~mobile agent~~ <u>tasklet</u> with a media availability query to a potential vendor, said first ~~mobile agent~~ <u>tasklet</u> configured to dynamically adjust to varying conditions;

<u>receiving said first tasklet behind a firewall maintained by said potential vendor;</u>

<u>generating a local tasklet corresponding to said first tasklet for internal distribution behind said firewall;</u>

receiving, via said first ~~mobile agent~~ <u>tasklet</u>, media availability from said potential vendor <u>in accordance with said local tasklet</u>;

processing said first ~~mobile agent~~ <u>tasklet</u> to create a media buy confirmation and, in response, creating a second ~~mobile agent~~ <u>tasklet</u> representing said media buy confirmation;

transmitting said second ~~mobile agent~~ <u>tasklet</u> representing said media buy confirmation to said potential vendor;

returning a third ~~mobile agent~~ <u>tasklet</u> representing an ad run confirmation; and

processing said third ~~mobile agent~~ <u>tasklet</u> to create a post-log entry and, in response, creating a discrepancy notification.

Claim 21 (currently amended): The computer program of claim 20 further configured to perform the steps of:

generating a buy authorization form including a first level of detail characterizing an advertising campaign;

accepting, via a fourth ~~mobile agent~~ <u>tasklet</u> said buy authorization form;

processing said fourth ~~mobile agent~~ <u>tasklet</u>; and

identifying potential vendors and, in response, generating said first ~~mobile agent~~ <u>tasklet</u> containing said media availability query to said potential vendor.

Claim 22 (currently amended): The computer program of claim 20 further configured to perform the steps of:

generating a media campaign proposal and, in response creating a fifth ~~mobile agent~~

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tasklet representing said media campaign proposal;

transmitting said fifth mobile agent representing said media campaign proposal to a client;

accepting, via a sixth ~~mobile agent~~ tasklet, client approval of said media campaign; and

processing said sixth ~~mobile agent~~ tasklet to include information contained in said media campaign in said media buy confirmation.

Claim 23 (previously presented): The method of claim 1 wherein said potential vendor is a pre-selected vendor.

Claim 24 (previously presented): The computer system of claim 11 further configured to perform the step of developing a client job order.

Claim 25 (previously presented): The computer program of claim 20 wherein said potential vendor is a pre-selected vendor.

Claim 26 (previously presented): The computer program of claim 22 further configured to perform the step of:

developing a client job order.

Claim 27 (new) The method of claim 1 wherein said first tasklet intelligently operates to exchange data between said potential vendor and a client when operating between two firewalls.